

WDAF-TV

ORDER

ZOUGIENPrint Date

Alt Order #

10/10/12

Page 1 of 6

POL

Flight Dates 10/09/12-10/15/12

581694 / Contract / Revision

Product

SPENCE FOR MO GOV

Original Date / Revision

10/10/12 10/10/12 Agency Com 15%

Billing Contact

Advertiser Spence, David/R/Mo Gov

814 King Street Suite 400

Alexandria, VA 22314

Agency Smart Media Group LLC

Buying Contact

Sales Office DC-M Sales Region NAT

814 King Street Suite 400 Alexandria, VA 22314

Agency Ref

Start Date

Order Sep 00:15:00

Estimate # C09C15

Billing Type Cash

Order Type **GENERAL**

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

2

Demographic A35+

Rev Codes

SP-POL CAN

09837530

Product Codes PL1Ea

Priority

Advertiser Ref

Primary Account Executive Dan Driscoll

Account Executive Order% Dan Driscoll 100% End Date

Order Share 26% Market Value 198365

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	36%	71411
KCWE	%	0
KMBC	26%	51575
KMCI	%	0
KPXE	%	0
KSHB	12%	23803
KSMO	%	0

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 114 \$43,838.75 \$51,575.00 0.00 10/01/12 10/15/12 114 \$43,838.75 \$51,575.00 Totals 114 \$43,838.75 \$51,575.00 0.00

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581694

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

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581694

Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

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1694 <u>Flight Dates</u> 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

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Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 M-F 1102-1132p CM-All M-F 1102p-1132pwTF :30 4 \$125.00 3 0.00 NM 4 \$5 M-F 1102p-1132p TMZ Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12wTF 4 \$125.00 0.00 33 4 10/15/12 10/15/12 M-F 1102-1132p CM-All M-F 1102p-1132p M :30 1 \$125.00 3 0.00 NM 1 \$1: M-F 1102p-1132p TMZ Start Date End Date Weekdays Spots/Week Rate Rating M-F 1102p-1132p CM-All M-F 1102p-1132p M :30 1 \$125.00 3 0.00 NM 1 \$1: Start Date End Date Weekdays Spots/Week Rate Rating	45 4	10/10/12	10/13/12	•	Cikindi	g-each	M	.20	1	\$040.000 O	Ö'ÖÖ IAIAI	•	\$9 4 0.00
Week: 10/15/12 10/21/12 M 1 \$540.00 0.00 32 4 10/09/12 10/12/12 M-F 1102-1132p CM-All M-F 1102p-1132pwTF :30 4 \$125.00 3 0.00 NM 4 \$50 TMZ Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 wTF 4 \$125.00 0.00 33 4 10/15/12 10/15/12 M-F 1102-1132p CM-All M-F 1102p-1132p M :30 1 \$125.00 3 0.00 NM 1 \$1 TMZ Start Date End Date Weekdays Spots/Week Rate Rating	NEWS	3		r									
32 4 10/09/12 10/12/12 M-F 1102-1132p CM-All M-F 1102p-1132pwTF :30 4 \$125.00 3 0.00 NM 4 \$50 M-F 1102p-1132p TMZ Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12wTF 4 \$125.00 0.00 33 4 10/15/12 10/16/12 M-F 1102-1132p CM-All M-F 1102p-1132p M :30 1 \$125.00 3 0.00 NM 1 \$1: M-F 1102p-1132p TMZ Start Date End Date Weekdays Spots/Week Rate Rating	1,0000		,										
TMZ Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12WTF 4 \$125.00 0.00 33 4 10/15/12 10/16/12 M-F 1102-1132p CM-All M-F 1102p-1132p M :30 1 \$125.00 3 0.00 NM 1 \$1:		The second secon		and the same of t	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	***************************************		-30	A	\$125.00.3	ARIA OO O	A	\$500.00
TMZ Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12WTF 4 \$125.00 0.00 33 4 10/15/12 10/15/12 M-F 1102-1132p CM-All M-F 1102p-1132p M :30 1 \$125.00 3 0.00 NM 1 \$1:	9 <u>4</u> 4	TOTOBLES.	WITEITE			mer cress-	inthmit	.30	**	\$150.00 a	O'OD WINE	-4	\$500.00
Week: 10/08/12 10/14/12WTF 4 \$125.00 0.00 33 4 10/15/12 10/15/12 M-F 1102-1132p CM-All M-F 1102p-1132p M :30 1 \$125.003 0.00 NM 1 \$1. M-F 1102p-1132p TMZ Start Date End Date Weekdays Spots/Week Rate Rating	TMZ												
33 4 10/15/12 10/16/12 M-F 1102-1132p CM-All M-F 1102p-1132p M :30 1 \$125.003 0.00 NM 1 \$1: M-F 1102p-1132p TMZ Start Date End Date Weekdays Spots/Week Rate Rating													
M-F 1102p-1132p TMZ <u>Start Date End Date Weekdays Spots/Week Rate Rating</u>	***************************************		where the contribution by the	virginisti ilgan kalan ilginista ka			سيمت وينجه محافية فيجرون والأرافية ويافه ويابا ويواوي ويستمه	-20	4	649E 003	O OO AMA	4	\$125.00
TMZ <u>Start Date End Date Weekdays Spots/Week Rate Rating</u>	33 4	10/15/32	10/19/12			Mat Hosp-1	132p M	.au	i	\$120,00 à	O'OO MINIS	1	\$120,00
	TMZ			11.1.1.1.2.1.1.2.1.1.2.1.1.1.1.1.1.1.1.									
	***************************************		***************************************										
Week: 10/15/12 10/21/12 M 1 \$126.00 0.00	- Carried State of the Control of th				The second secon	CONTRACTOR OF THE PERSON NAMED IN COLUMN TWO IS NOT THE OWNER.	de la constanta de la constanta	-00		0400 000	0.00.144	4	8480.00
34 4 10/13/12 10/13/12 SA 1030-1130p CM-All 1030-1130pS- :30 1 \$100.003 0.00 NM 1 \$1 Sa 1030-1130p	34 4	10/13/12	10/13/12		CM-All	1030-1130p		:30	1	\$100.003	טיוער סטיט	4	\$100.00
LATE NIGHT	LATE I	NIGHT		08 1000-1100p									
Start Date End Date Weekdays Spots/Week Rate Rating				***************************************	Spots/Week								
Week: 10/08/12 10/14/12S- 1 \$100.00 0.00	Company of the second		THE PERSON NAMED IN COLUMN	- Charles in the Control of the Cont		***************************************							0.0000
35 4 10/14/12 10/14/12 SU 1102-1132P CM-All 1102-1132pS :30 1 \$100.003 0.00 NM 1 \$100.003 Su 1102-1132p	35 4	10/14/12	10/14/12		CM-All	1102-1132p	*** *** *** *** *** *** ***	:30	1	\$100.003	0.00 NM	1	\$100.00
SEINFELD	SEINF	ELD		gg i tgz*i i gzp									
Start Date End Date Weekdays Spots/Week Rate Rating			nd Date		Spots/Week	Rate							
Week: 10/08/12 10/14/12S 1 \$100.00 0.00									,,,,,,,,,,,,,, ,,,,,,				
	36 4	10/09/12	10/12/12	•	CM-All			:30	4	\$800.003	0.00 NM	4	\$3,200.00
9-930p (9:00 PM-9:30 PM) NEWS	NEWS	3		ล-ลวดิก		(จ:บบ พพ-ซิ:ว	iv mivi)						



581694

Flight Dates 10/09/12-10/15/12

Hiatus Dates

<u>Original Date / Revision</u> 10/10/12/ 10/10/12

Order Sep 00:15:00

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	als Amount
36 4	10/09/1	2 10/12/12		CM-AII	9-930p	WTF	:30	4	\$800.003	0.00 NM	4	\$3,200.0
NEWS			9-930p		(9:00 PM-9:3	O KW)						
V	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				Î		
Week: 10	******	10/14/12 2 10/15/12	WTF M-F 9-10p	CPA AII	\$800.00 9-930p	0.00 M	:30	1	\$800.003	0.00 NM	1	ቀወብብ ለ
	TQI TQI T	# 1W119012	9-930p	Ć1911-kalit	(9:00 PM-9:3		.su	,	\$600.00 S	O'OO IAINI	'	\$800.0
NEWS	ed Data	End Data	Mashdaya	Consta (Marak	D-4-	Finding.				ĺ		
<u>518</u> Week: 10/	<u>irt Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
38 4	10/09/1	2 10/12/12	M-F 9-10p	ÇM-All	930-10p	WTF	:30	4	\$800.003	0.00 NM	4	\$3,200.0
NEWS			930-10p							Î		
	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	A STATE OF THE PARTY OF THE PAR	10/14/12	WTF	4	\$800.00	0.00			central desirent			
39 4	10/15/1	2 10/15/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:	M On RM)	:30	1	\$800.003	0.00 NM	1	\$800.0
NEWS			**** *** F		(2.22.13.13.	 ,						
<u>Sta</u> Week: 10/	rt Date	End Date 10/21/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00				1		
40 4	AND DESCRIPTION OF THE PARTY OF	2 10/12/12	M-F 10-1030p	_	10-1030p	WTF	:30	4	\$800.003	MM 00.0	4	\$3,200.0
A451440			M-F 10-1030p							Ì		
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week; 10/		10/14/12	WTF	4	\$800.00	0.60						
41 4	10/15/1:	2 10/15/12		CM-Ail	10-1030p	Marina	:30	1	\$800.003	0.00 NM	1	\$800.0
NEWS			M-F 10-1030p									
***************************************	<u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/	The second second second	10/21/12 2 10/12/12	M M-F 1030-1102p	CM AL	\$800.00 1030-1102p	0.00 WTF	:30	4	\$400.003	0.00 NM	4	\$1,600,0
42 4	10/02/17	- 10/12/12	M-F 1030-1102p	Paint-Ean	TOSO-T TOSP		.QU	**	ゆせいい,いいつ	O.OO PAVO	**	\$1,000,0
NEWS		P71 P31	Maria a Arabarra	O	D -1-	PN - Alica				1		
<u>5ta</u> Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> −-₩TF	Spots/Week 4	<u>Rate</u> \$400.00	Rating 0.00						
43 4	CANADA PROPERTY CONTRACTOR	10/15/12	M-F 1030-1102p	CM-All	1030-1102p	M	:30	1	\$400.003	0.00 NM	1	\$400.0
NEWS			M-F 1030-1102p									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 10/		10/21/12	M	1	\$400.00	0.00	airosis sistema in significant se constructivo de la constructivo de l		a cinilitadinini kalabini mial kan a cirim			
44 4	10/14/13	2 10/14/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p		:30	1	\$800.003	0.00 NM	1	\$800.0
NEWS			GG 10-1900p							Ì		
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
Week: 10/ 45 4	MATERIAL PROPERTY OF THE PROPE	10/14/12	SU 1030-1102p		\$800,00 1030-1102p	0.00	:30	1	\$400.003	0.00 NM	1	\$400.00
,- ,			Su 1030-1102p		(10:30 PM-11		· 	•	ह 3 ⊂्था चिल्ल चि		•	चः ≀ च्या उद्दर्शकि
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	<u>vveekdays</u>	<u> </u>	\$400,00	0.00						
46 4			M-F 630-7p	CM-All	630-7p	WTF	:30	4 ;	\$2,200.002	0.00 NM	4	\$8,800.00
			M-F 630-7p							5		

Page 6 of 6

Contract / Revision 581694 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE FOR MO GOV

Estimate # C09C15

Ln Ch	n Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	s Rate Pri	Rta Type	Total Snots	ls Amount
Inches delicated and the second		2 10/12/12	M-F 630-76		630-7p	WIF		4 \$2,200.002	0.00 NM	4	\$8,800.00
.,		W. 1 40 1 20 1 20 1	M-F 630-7p		M		,-,-	4.5.100 x	4,44		*********
WH	IEEL										
IA/= nle	Start Date	End Date 10/14/12	<u>Weekdays</u> wre	Spots/Week	Rate	Rating			,		
	: 10/08/12 4 10/15/1	10/14/12 2 10/15/12	M-F 630-7p	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	\$2,200.00 630-7p	0.00 M	:30	1 \$2,200.002	M/4 00.0	4	\$2,200.00
447 =	H IOI 10/1	2 10/10/12	M-F 630-7p	GIVIMAII	aso-th	[A] to m on m m	.au	1 \$2,200.002	U.UU IAMI	,	\$2,200.00
WH	IEEL										
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
and the second s	: 10/15/12	10/21/12	M		\$2,200.00	0.00					
50 4	4 10/10/1	2 10/10/12	X Factor Wednes	day CM-All	7-9p	W	:30	1 \$1,800.003	0.00 NM	1	\$1,800.00
ΧF	ACTOR		FOX X Factor								
716	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Wegk	: 10/08/12	10/14/12	- ~W	1	\$1,800.00	0.00					
51	4 10/11/1	2 10/11/12	X Factor Thursda	CM-All	7-9p	T	:30	1 \$1,400.003	0.00 NM	1	\$1,400.00
			FOX X Factor								
ΧF	ACTOR	E-18-t-	1671-1	0	6) - 1 -	F2 - 11					
Maak	Start Date : 10/08/12	End Date 10/14/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00					
***************************************		2 10/12/12	M-F 6-7a	CM-All	.,	TF	:30	3 \$400.003	0.00 NM	3	\$1,200.00
., 4,=			M-F 6-7a	Ótet v.iii	A.1.A	• • • • • • • • • • • • • • • • • • • •	.00	· ••••	0.Qp (4M)		ψ1,£00.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week	: 10/08/12	10/14/12	TE	3	\$400.00	0.00			}		
N 53	4 10/14/1	2 10/14/12	SU 1132-1232A	CM-All	1132-1232a	S	:30	1 \$50.003	0.00 NM	1	\$50.00
			Su 1132-1232a								
(at+-	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
vveek	: 10/08/12	10/14/12		1	\$50.00	0.00			Totala		14 E7E 00

Totals 114 \$51,575.00

POL



Contract / Revision

Original Date / Revision

WDAF-TV CRDER

Flight Dates 10/09/12-10/15/12

Order Sep 00:15:00 **Product** Estimate # C09C15 SPENCE FOR MO GOV Alt Order # 09837530 Billing Type Cash Agency Com 15% Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC

814 King Street Suite 400

Alexandria, VA 22314

Agency Smart Media Group LLC

Advertiser Spence, David/R/Mo Gov

10/12/12

Buying Contact

814 King Street Suite 400 Alexandria, VA 22314 Sales Office DC-M
Sales Region NAT

Agency Ref

Demographic A35+

Rev Codes SP-POL CAN

Billing Calendar BROADCAST

Product Codes PL1Ea
Priority 2

Advertiser Ref

Primary Account Executive Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%	i zan di imdonumin u kam	A THE RESIDENCE OF THE PERSON NAMED OF THE PER

581694 /

10/12/12

Competing Station % of Order Amount **KCPT** % 0 **KCTV** 36% 76673 **KCWE** % 0 26% 55375 **KMBC** KMCI % 0 **KPXE** % 0 12% 25557 **KSHB KSMO** % 0

Order Share 26% Market Value 212980

Order Total					g Plan			
Month	# of Spots		Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	Pross Amount
October 2012	118	\$47,068.75		0.00 10/01/12	10/15/12		\$47,068.75	
Totals	118	\$47,068,75		0.00				

													Tota	Is
ı	_n	Ch	Start	End	Inventory Code	Break	Start/End 1	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
*******	1	4	10/09/12	10/12/12	M-F 9-10a	CM-All	9-10a	WTF	:30	4	\$200.003	0.00 NM	4	\$800.00
					M-F 9-10a							-		
		NEWS	•											
		St	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 10	/08/12	10/14/12	WTF	4	\$200.00	0.00						
	2	4	10/15/12	10/15/12	M-F 9-10a	CM-All	9-10a	M	:30	1	\$200.003	0.00 NM	1	\$200.00
					M-F 9-10a			•						
	1	NEWS												•
		St	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	We	eek: 10	/15/12	10/21/12	M	1	\$200.00	0.00						
_	3	4	10/09/12	10/12/12	M-F 10-11a	CM-All	10-11a	WTF	:30	4	\$100.003	0.00 NM	4	\$400.00
					M-F 10-11a									
	1	LIVE V	VITH KELL	Y										
		St	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 10	/08/12	10/14/12	WTF	4	\$100.00	0.00						





Contract / Revision 581694

1694 Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

Order Sep 00:15:00

												Tota	als_
Ln (Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
4			10/15/12	M-F 10-11a M-F 10-11a	CM-AII	10-11a	M	:30	1	\$100.003	0.00 NM	1	\$100.00
L	IVE WIT			Monkdaya	ContoBMonk	Data	Doting						
We	<u>عدهاد</u> 21/15 ek:		End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
5			10/12/12		 	11a-12p	WTF	:30	4	\$100.003	0.00 NM	4	\$400.00
	AMILY F			M-F 11a-12p	3,74,7 . 111	. tan range			•	4150.000	V.VV 1411	•	\$**CO.OO
	Start	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Wee	ek: 10/08	3/12	10/14/12	WTF	4	\$100.00	0.00						
6			10/15/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	M	:30	1	\$100.003	0.00 NM	1	\$100.00
F/	AMILY F		E - 1 D - 1 -	LA de la de la com	0	. .	5.0						
	<u>Start</u> ek: 10/15	5/12	End Date 10/21/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
7		10/09/12	10/12/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	WTF	:30	4	\$200.003	0.00 NM	4	\$800.00
N	EWS	Data	End Data	Mackdaya	Cooks Minute	D.4.	M - 4:						
	<u>Start</u> ek: 10/08	3/12	End Date 10/14/12	Weekdays WTF	Spots/Week 4		Rating 0.00						
8		10/15/12	10/15/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M	:30	1	\$200.003	0.00 NM	1	\$200.00
N	EWS	.	F . 1 F . 1	107) .		m .							
	<u>Start</u> ek: 10/15	5/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00	**************************************					
9			10/12/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	WTF	:30	4	\$100.003	0.00 NM	4	\$400.00
. Jt	JDGE J Start		End Date	Mookdovo	Spots/Week	Rate	Rating						
Wee	ek: 10/08		10/14/12	<u>Weekdays</u> WTF	Spots/week 4		0,00						
10			10/15/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M	:30	1	\$100.003	0.00 NM	1	\$100.00
Jl	JDGE J		Cod Data	1441	01-00/1-	D-1-	Section 2						
Wee	<u>Start</u> k: 10/15		End Date 10/21/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
11			10/12/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	WTF-~	:30	4	\$250.003	0.00 NM	4	\$1,000.00
Jl	JDGE JI												
Wee	<u>Start</u> k: 10/08		End Date 10/14/12	<u>Weekdays</u> WTF	Spots/Week 4	<u>Rate</u> \$250.00	Rating 0.00						
12	4 1	0/15/12	10/15/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M	:30	1	\$250.003	0.00 NM	1	\$250.00
J۱	JDGE JI	UDY											
	Start	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Wee	ek: 10/15		10/21/12	М	1	\$250.00	0.00						
13		0/09/12	10/12/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	~-WTF~-	:30	4	\$200.003	0.00 NM	4	\$800.00
N	EWS	D	er	100-100		. .							
Mee	<u>Start</u> k: 10/08		End Date 10/14/12	<u>Weekdays</u> wTF	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
***************************************	···	····	10/14/12	M-F 5-530a	CM-AII		M	:30	1	\$200.003	0.00 NM	1	\$200.00
Ni	EWS			M-F 5-530a									



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Flight Dates 10/09/12-10/15/12

<u>Hiatus Dates</u>

<u>Original Date / Revision</u> 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser	Spen	ıce, David	I/R/Mo Gov	Product SP I	ENCE FOI	R MO GOV	Estim	ate#	C09C15			
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sr	oots	Rate Pri	Rta Tvpe	Tota Spots	als Amount
14 4	10/15/1	12 10/15/12			5-53Qa	M	:30	1	\$200.003	0.00 NM		\$200.00
NEWS			M-F 5-530a									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	M	1	\$200.00	0.00			W. *******			
15 4	10/09/1	12 10/12/12	M-F 530-6a M-F 530-6a	CM-AII	530-Ga	WTF	:30	4	\$200.003	0.00 NM	d.	\$800.00
NEWS												
Sta Week: 10/	nt Date	End Date 10/14/12	<u>Weekdays</u> WTF	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
16 4		2 10/15/12			Ф200.00 530-Ga	У	:30	1	\$200.003	0.00 NM	1	\$200.00
			M-F 530-6a	77				·	divine and	A. 1962 . 1963	,	42.00
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	M	1	\$200.00	0.00						
17 4	10/09/1	2 10/12/12		CM-AII	6-7a	WTF	:30	4	\$400.003	0.00 NM	4	\$1,600.00
NEWS			M-F 6-7a							Ì		
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	********	10/14/12	WTF	4	\$400.00	0.00		×				
18 4	10/15/1	2 10/15/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M	:30	1	\$400.003	MM 00.0	1	\$400.00
NEWS												
<u>Sta</u> Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
19 4		2 10/12/12	M-F 7-9a	CM-AII	\$400.00 7-9a	0.00 WTF	:30	8	\$375.003	MN 00.0	8	\$3,000.00
			M-F 7-9a	6 4,7 7		****		~	**. 4.444 5	A. A. 12(A)	ŭ	40,000.00
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/14/12	WTF	8	\$375.00	0.00						
20 4	10/15/1	2 10/15/12	M-F 7-9a	CM-All	7-9a	M	:30	2	\$375.003	0.00 NM	2	\$750.00
NEWS			M-F 7-9a									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/1	****	10/21/12 2 10/13/12	M	2	\$375.00	0.00						
21 4	IQI I JI I	2 10/13/12	Sa 7-9a Sa 7-9a	CIVI-AII	Sa 7-9a	5-	:30	1	\$300.003	0.00 NM	1	\$300.00
NEWS												
<u>Stai</u> Week: 10/0	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
22 4		2 10/14/12	Su 7-9a		\$300.00 Su 7-9a	S	:30	2	\$200.003	0.00 NM	2	\$400.00
NEWS			8u 7-9a			_	•	•	Account to be to be be	A: NO. 1 4111	•	6.374.27
NEWS Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	S	2	\$200.00	0.00						
23 4	10/14/1	2 10/14/12	FOX News Sunda		9a-10a	5	:30	1	\$200.003	0.00 NM	1	\$200.00
FOX NE	ws		FOX News Sunda	у						2		
<u>Star</u>	t Date	End Date		Spots/Week	Rate	Rating				j		
Week: 10/0		10/14/12	S	1	\$200.00	0.00						
24 4	10/09/1	2 10/12/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:3	WTF 30 PM)	:30	4	\$400.003	0.00 NM	4	\$1,600.00
NEWS			~ <u>≈ ∓ रू</u> ष		(171/				I		

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Flight Dates 10/09/12-10/15/12

Hiatus Dates

<u>Original Date / Revision</u> 10/12/12/ 10/12/12

<u>Order Sep</u> 00:15:00

											Tota	ıls
Ln Ch	Start	End	Inventory Code		Start/End Ti		Len Sp	ots		Rtg Type S	Spots	Amount
24 4		10/12/12	M-F 5-6p 5-530p		5-530p (6:00 PM-5:3	WTF O PM)	:30	4	\$400.003	0.00 NM	4	\$1,600.00
NEWS		F 1 D - 1 -	10 (C	Doto	Define						
S Week: 1	tart Date	End Date 10/14/12	<u>Weekdays</u> w⊤r	Spots/Week 4	<u>Rate</u> \$400.00	Rating 0.00						
25 4		2 10/15/12	M-F 5-6p		5-530p	M	:30	1	\$400.003	0.00 NM	1	\$400.00
		•	5-530p		(5:00 PM-5:3	0 PM)				Ī		
NEWS	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
ع Week: 1		10/21/12	M	1	\$400.00	0.00						
26 4		2 10/12/12	M-F 5-6p	CM-All	530-6p	WTF	:30	4	\$400.003	0.00 NM	4	\$1,600.00
	_		530-6p		(5:30 PM-6:0	0 PM)						
NEWS		m. d Data	\$6.5	Chatallianic	Doto	Dating						
<u>S</u> Week: 1	tart Date	End Date 10/14/12	<u>Weekdays</u> wTF	Spots/Week 4	<u>Rate</u> \$400.00	Rating 0.00						
27 4		2 10/15/12	M-F 5-6p		530-6p	M	:30	1	\$400.0Q3	0.00 NM	1	\$400.00
9-1 ·1	(24) (34)		530-6p		(5:30 PM-6:0	0 PM)			3.2 , 6 K			, .
NEWS	S									i		
	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 1		10/21/12	M	01441	\$400.00	0.00	.00		0540.00.3	0.00 NM	4	69 460 OO
28 4	10/09/1:	2 10/12/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	WTF	:30	4	\$540.003	O.QQ PANI	4	\$2,160.00
NEWS	S		M-r o-ooop							1		
	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 1		10/14/12	WTF	4	\$540.00	0.00		*******				
29 4	10/15/1:	2 10/15/12	M-F 6-630p	CM-AII	6-630p	M	:30	1	\$540.003	0.00 NM	1	\$540.00
NEW:	c		M-F 6-630p									
	start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/21/12	M	1		0.00						
32 4	10/09/1	2 10/12/12	M-F 1102-1132p	CM-Ail	M-F 1102p-1	132pWTF	:30	4	\$125.003	0.00 NM	4	\$500.00
			M-F 1102p-1132p)						I		
TMZ		E-4 D-4-	No. of column	O4-881	m	Dallas						
S Week: 1	tart Date	End Date 10/14/12	<u>Weekdays</u> wTF	Spots/Week 4	<u>Rate</u> \$125.00	Rating 0.00						
33 4		2 10/15/12				132p M	:30	1	\$125.003	0.00 NM	1	\$125.00
×v -	1 200 (200)	we ragicanting	M-F 1102p-1132p		eri i combi i	P.			* - *** - ***			
TMZ												
	Start Date		<u>Weekdays</u>	Spots/Week		Rating						
Week: 1		10/21/12	M	7	· · · · · · · · · · · · · · · · · · ·	0.00	.20		6100 603	0.00 NM	1	ድተባይ ሲባ
34 4	10/13/1	2 10/13/12	SA 1030-1130p Sa 1030-1130p	UN-All	1030-1130p		:30	1	\$100.003	O'DO MINIS		\$100.00
LATE	NIGHT		Ga 1000-1100p									
<u>s</u>	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1	0/08/12	10/14/12	5-	1	\$100.00	0.00						
35 4	10/14/1	2 10/14/12		CM-All	1102-1132p	,, ., ., ., ., <u>.</u>	:30	1	\$100.003	0.00 NM	1	\$100.00
SEINI	FFID		Su 1102-1132p									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		10/14/12	S	1	\$100.00	0.00		_				
36 4	10/09/1	2 10/12/12	M-F 9-10p	CM-All	9-930p	WTF	:30	4	\$800.003	0.00 NM	4	\$3,200.00
			9-930p		(9:00 PM-9:3	10 PM)				j		
NEW	5									ı		



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Flight Dates 10/09/12-10/15/12

Hiatus Dates

Original Date / Revision 10/12/12/ 10/12/12

00:15:00 Order Sep

Print Date: 10/12/12

William State of the State of t	•	·									Tota	ls
Ln Ch	Start	End	Inventory Code		Start/End Ti	ime Days	Len Sp	ots		Rtg Type S	THE REAL PROPERTY AND ADDRESS OF THE PERTY ADDRESS OF THE PERTY ADDRESS OF THE PERTY AND ADDRESS OF THE PERTY ADDR	Amount
38 4		10/12/12	M-F 9-10p 9-930p	CM-AII	9-930p (9:00 PM-9:3	WTF 0 PM)	:30	4	\$800.0D3	0.00 NM	4	\$3,200.00
NEWS	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	WTF	4	\$800.00	0.00						
37 4	10/15/12	10/15/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:3	M O PM)	:30	1	\$800.003	MM 00.0	1	\$800.00
NEWS			***	0	Doto	Rating				ļ		
<u>Sta</u> Week: 10	art Date //15/12	End Date 10/21/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$800.00	0.00						
38 4		2 10/12/12	M-F 9-10p 930-10p	CM-AII	930-10p	~-WTF	:30	4	\$800.003	0.00 NM	4	\$3,200.00
NEWS				0 (- 00 (1)	m-t-	Matina				l		
<u>St:</u> Week: 10	art Date 1/08/12	End Date 10/14/12	<u>Weekdays</u> wTF	Spots/Week 4	<u>Rate</u> \$800.00	Rating 0.00						
39 4		2 10/15/12	M-F 9-10p 930-10p	CM-AII	930-10p (9:30 PM-10	M :60 PM)	:30	1	\$800.003	MM 00.0	1	\$800.00
NEWS				D1-461i-	Data	Dating						
<u>St</u> Week: 10	art Date 1/15/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00				į		
40 4		2 10/12/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	WTE	:30	4	\$800.003	0.00 NM	4	\$3,200.00
NEWS		m. J.D. L.	Mankana	Spots/Week	Rate	Rating				ŀ		
St Week: 10	art <u>Date</u> 0/08/12	End Date 10/14/12	<u>Weekdays</u> WTF	<u>Spots/vveek</u>	\$800.00	0.00					i	
41 4	10/15/1	2 10/15/12	M-F 10-1030p M-F 10-1030p	CM-AII	10-1030р	M	:30	1	\$800.003	MM 00.0	1	\$800.00
NEWS	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	M	1	\$800.00	0.00		-,	WW.74-0-10-00-3-10-0-10-10-10-10-10-10-10-10-10-10-10-1			
42 4		2 10/12/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	WTF	:30	4	\$400.003	0.00 MM	4	\$1,600.00
NEWS	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
<u>عد</u> Week: 10		10/14/12	WTF	4		0.00						
43 4	10/15/1	2 10/15/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	Men no an an an air	:30	1	\$400.003	0.00 NM	1	\$400.00
NEWS		End Data	Mookdovo	Spots/Week	Rate	Rating				l		
<u>51</u> Week: 16	tart Date 0/15/12	End Date 10/21/12	Weekdays M	<u>30013/114661</u>		0.00						
44 4	The state of the s	2 10/14/12	Su 10-1030P Su 10-1030p	CM-AI	10-1030p	\$ 100 to	:30	1	\$800.003	0,00 NM	1	\$800.00
NEWS	-			Cu sisner:	. ""	Ontina						
<u>S</u> : Week: 1	tart Date	End Date 10/14/12	<u>Weekdays</u> S	Spots/Week		Rating 0.00						
45 4	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	2 10/14/12			1 1030-1102p (10:30 PM-1)\$:30	1	\$400.003	0.00 NM	1	\$400.00
NEWS												
	tart Date	End Date	Weekdays S	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00					i	
Week: 1 46 4		10/14/12 12 10/12/12		·	9400.00 630-7p	WTF	:30	4	\$2,200.002	0.00 NM	4	\$8,800.00
WHE	EL		NOT GOUNT									

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Flight Dates 10/09/12-10/15/12

<u>Hiatus Dates</u>

<u>Original Date / Revision</u> 10/12/12/ 10/12/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE FOR MO GOV

Estimate # C09C15

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Davs	Len Sp	ots	Rate Pri	Rtg Type	Tota	ls Amount
46 4	Name and Address of the Owner, where the Owner, which is	2 10/12/12	M-F 630-7p		630-7p	~=WTF-~	:30		\$2,200,002	0.00 NM	4	\$8,800.00
			M-F 830-7p			****	,44	7	innitario and the	0.00 (4)31	™	alte atta 1 atta atta atta
WHEE	L art Date	End Date	Maakdaya	Conta 5Mante	Data	Detino						
<u>ی .</u> Week: 1(10/14/12	<u>Weekdays</u> wTF	Spots/Week 4	<u>Rate</u> \$2,200.00	Rating 0.00						
47 4	10/15/1	2 10/15/12	M-F 630-7p		630-7p	M	:30	1	\$2,200,002	0.00 NM	1	\$2,200.00
WHEE	• 5		M-F 630-7p									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	M		\$2,200.00	0.00						
50 4	10/10/1	2 10/10/12	X Factor Wednes	day CM-All	7- 2 p	~-W=~=~	:30	1	\$1,800.003	0.00 NM	1	\$1,800.00
X FAC	TOR		FOX X Factor							Í		
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				ı		
Week: 10	0/08/12	10/14/12	W	1	\$1,800.00	0.00						
51 4	10/11/1	2 10/11/12	X Factor Thuraday	CM-All	7-Qp	T	:30	1	\$1,400.003	MM 00.0	1	\$1,400.00
X FAC	TOR		FOX X Factor							İ		
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	T		\$1,400.00	0.00	-					
52 4	10/11/1	2 10/12/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	~TF-~	:30	3	\$400.003	0.00 NM	3	\$1,200.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	·····	10/14/12 2 10/14/12	TF SU 1132-1232A	<u> </u>	\$400.00	0.00		·· ·······	*** ** **			
39 4	10/14/1	Z 10/19/1Z	Su 1132-1232A	CIVI-AII	1132-1232a	~~~~\$:30	1	\$50,003	0.00 NM	1	\$50.00
St	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ı		
Week: 10		10/14/12	S	1	\$50.00	0.00						
N 54 4	10/15/1	2 10/15/12	M-F 9-10p M-F 9-10p	CM-All		N	:30	1	\$1,400.002	0.00 NM	1	\$1,400.00
St	art Date	End Date	•	Spots/Week	(9:30 PM-10: Rate	Rating				1		
Week: 10		10/21/12	M		\$1,400.00	0.00				I		
N 55 4	10/15/1	2 10/15/12	M-F 12p-1p	CM-All	12-1p	M	:30	1	\$200.003	0.00 NM	1	\$200.00
NEWS			M-F 12-1p							ľ		
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	M	1	\$200.00	0.00						
N 56 4	10/15/1	2 10/15/12	MLB Championshi MLB Championsh		3р-СС	M	:30	2	\$1,100.003	MM 00.0	2	\$2,200.00
Sta	art Date	End Date	•	Spots/Week	Rate	Rating				1		
Week: 10	/15/12	10/21/12	M	2	\$1,100.00	0.00						

Totals 118 \$55,375.00